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**FEATURING THE GREATEST ASSORTMENT  
AND LARGEST SUPPLY OF  
COMMERCIAL CUT FLOWER DAHLIAS  
AVAILABLE IN THE COUNTRY!!**



LIBRARY  
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**FLOWER  
BULBS  
ROOTS  
AND  
PLANTS**



**Wholesale List**

**Spring 1951**

FOR TERMS OF SALE  
SEE PAGE 12

**SEE PAGES  
17 - 18 - 19  
For Fast Selling  
Line of  
Attractive  
Bulb  
Packages**

**WALTER J. GUILLE, INC.**

**FLOWER BULB SPECIALISTS**

**SYOSSET, LONG ISLAND, NEW YORK**

Phone SYosset 6-1197—Day and Night Service



**WE ARE HEADQUARTERS FOR THE FINEST COMMERCIAL CUT-FLOWER**

# DAHLIAS

To maintain our position as a leading supplier of Commercial Dahlias, we constantly strive to improve our list by taking on newer kinds as their value is demonstrated and discarding older varieties that have become obsolete. You can make your selection from our long list with every assurance that you will be getting the very finest that is available.

This year we offer a wide range of varieties in the very popular Cactus types — and all are available at very reasonable prices.

The initials behind each variety designate (I.D.) Informal Decorative; (F.D.) Formal Decorative; (C.) Cactus; (S.C.) Semi Cactus.

## LARGE FLOWERING KINDS



**CROWN OF GOLD**  
Sensational New Show Dahlia



**D DAY**  
Fine Decorative Pink

Strong  
Divisions  
EACH

**APOTHEOSE.** (C) Bright rose with sulphur yellow center. A fine cut flower cactus. .... \$ .25

**ASPACIA.** (C.) Pure deep yellow cactus. Many large perfectly shaped flowers on tall vigorous bushes. .... .25

**AVALON.** (I.D.) Beautiful clear yellow. An old favorite for commercial use. Fine form on long stems. Favors cool weather. .... .12

**BERGER'S MASTERPIECE.** (C) This was the outstanding cactus variety in our fields this past season. Besides being a constant show winner the cut blooms brought top price in the wholesale market throughout the entire Summer and Fall. Color is soft lavender pink with a pale yellow base. The narrow incurved florets are borne profusely on tall wiry stems. .... .25

**BRONZE BALL.** (Ball) Sturdy, medium size solid bronze flower. Long Island introduction that has proven its worth in the New York cut flower market. .... .12

**BONNIE BLUE.** A ball type lavender blue dahlia about the size of Jean Kerr. The tall bushes bear long stem flowers in great abundance. .... .10

**COMMANDO.** (F.D.) A deep lavender variety that we encourage all our customers to try. Produces many large flowers on tall healthy bushes. Very fine. .... .20

**CROWN OF GOLD.** (Show) A striking combination of yellow gold tipped bright red. Many flowers on medium size bushes. A welcome addition to the commercial list. .... .25

**D DAY.** (F.D.) Solid colored true pink commercial. Medium sized flowers of great abundance. Excellent. .... .20

**EASTERN ECHO.** (F.D.) Variable red-lavender spotted. Medium size free flowering. A fine new bicolor. .... .12

**FRANCIS LA ROCCO.** (Improved.) (F.D.) An improved strain of Francis LaRocco. Flowers are deeper yellow and their keeping quality is considerably better. .... .18

**FRAU O'BRACHT.** (C.) Medium size clear yellow cactus. Many flowers on tall wiry stem. .... .25

Note—You May Deduct 5% When Cash Accompanies Order. See Terms of Sale Page 12.



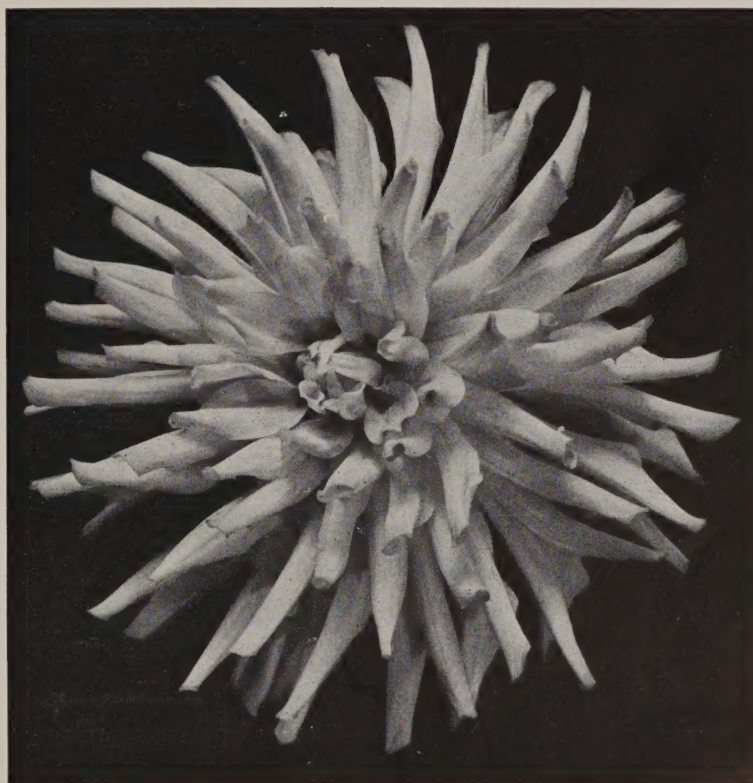
# DAHLIAS Large Flowering Varieties – Continued

	Strong Divisions EACH
<b>GALLANT FOX.</b> (F.D.) A commercial red that should be included in every Dahlia planting. One of the few Dahlias that can be successfully marketed in the hottest weather. ....	\$.10
<b>GARDEN JEWEL.</b> (C.) Bright bronze cactus. Large perfectly formed flowers of exceptional beauty. Excellent for both garden and cut flower use. ....	.25
<b>GOLDEN SUN.</b> (C.) Early flowering warm golden yellow. Tips and florets amber shaded. Excellent cactus for cutting. ....	.25
<b>GRATIOLA.</b> (C.) Deep salmon pink. Medium sized flowers of great profusion. Excellent for cutting. A fine cactus. ....	.25
<b>JANE COWL.</b> (I.D.) Large shaggy flower of copper and gold. While not a commercial cut flower this old favorite is still one of the most popular favorite for garden use. ....	.25
<b>JEAN KERR.</b> (F.D.) The most popular white with commercial cut flower growers. The exceptional keeping quality of the medium size flowers makes them ideally suited for floral work. ....	.08
<b>JERSEY'S BEAUTY.</b> (F.D.) We have an extensive planting of this leading commercial pink. The stock we offer is carefully rogued and selected. ....	.12
<b>KENTUCKY.</b> (F.D.) This beautiful orange sport of Jersey's Beauty, in addition to being a leading commercial variety is also an excellent garden dahlia. ....	.20
<b>LEMONADE.</b> (F.D.) Good commercial variety. Many moderate sized canary yellow flowers borne on straight stiff stems. ....	.20
<b>LE TOREADOR.</b> (F.D.) A leading commercial variety in the low price range. Medium sized flat flowers of glowing deep red borne on strong medium length stems. ....	.10
<b>LILAC WONDER.</b> (C.) Beautiful lilac colored flowers borne in profusion on vigorous plants. Excellent for cutting and garden planting. An outstanding cactus variety. ....	.25
<b>MICHIGAN WHITE.</b> (S.C.) Extra fine commercial variety. Many perfectly shaped white flowers borne on long strong stems. ....	.20
<b>MISS BELGIUM.</b> (C.) Medium size flower of burnt orange. Borne on long wiry stem. An early and continuous flowering cactus. ....	.25
<b>MOTHER BALLEGO.</b> (C) A new and splendid warm pure red cactus bearing the famous Ballego name. Excellent cut flower. ....	.25
<b>MRS. I. de VER WARNER.</b> (F.D.) While too soft for commercial use, this old favorite orchid lavender variety is a must in every garden collection. ....	.20
<b>MRS. GEO. LE BOUTILLIER.</b> (ID) Rich, velvety-carmine producing giant flowers on long stems. Good garden variety. ....	.18
<b>MRS. VAN IERSEL.</b> (C.) Large pure white commercial cactus. Flowers produced in great abundance on tall vigorous plants. ....	.25
<b>NEW YORK MARKET.</b> (F.D.) The name of this Long Island introduction was derived from its popularity in the New York cut flower market. Flowers of white shaded lavender are profusely borne on tall strong stems. ....	.15



**GARDEN JEWEL**

These two photographs are typical of the new type Cactus Dahlias which we offer in a complete selection of colors.

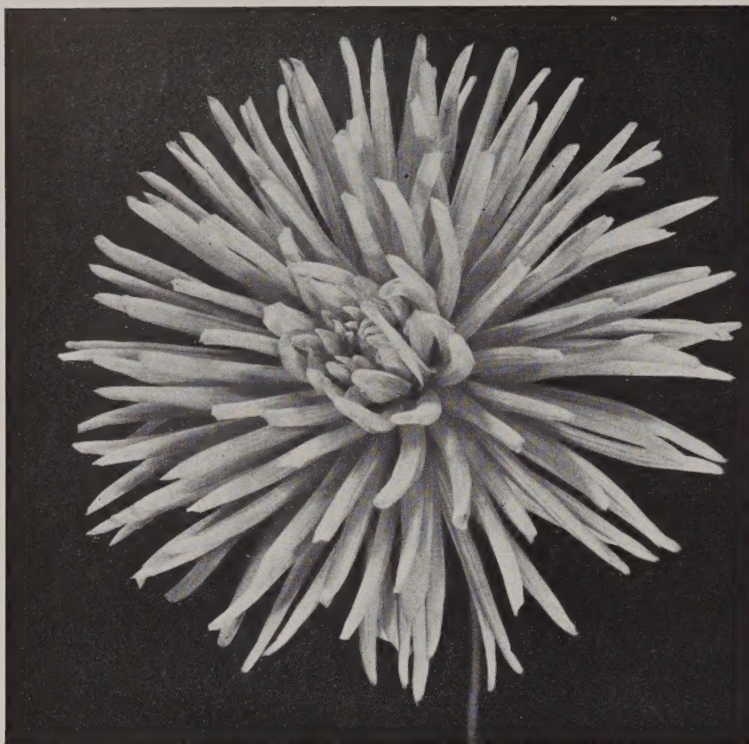


**MRS. VAN IERSEL**

See Page 18 For Fast Selling Line of Dahlia Packages.



# DAHLIAS Large Flowering Varieties – Continued



**NIRWANA**  
A Truly Fine Cactus



**SNOWSTORM**  
Finest White  
Commercial Cut Flower

Strong  
Divisions  
EACH

<b>NIRWANA.</b> (C.) A striking color combination of salmon pink and yellow. Very profuse cactus variety. ....	\$ .25
<b>ORANGE IMPERATOR.</b> (C.) Pure orange color flowers. Fine wiry stems. Excellent cut flower cactus. ....	.25
<b>RED JERSEY.</b> (F.D.) While not a sport of Jersey Beauty, this excellent commercial red does have the same habits of growth. Good form, color, and stem. ....	.12
<b>RHEINGOLD.</b> (C.) Tall bronze gold cactus. Medium size wrinkled flowers. Very striking. A first class variety for cutting. ....	.25
<b>SAINT THERESE.</b> (C.) A true cactus. Light pink at the tips shading a cream to white in center. Very outstanding. ....	.25
<b>SCARLET LEADER.</b> (S.C.) Bright poppy red flowers which do not fade in the sun. Robust plants. Very fine cactus. ....	.25
<b>SHERWOOD PEACH.</b> (I.D.) An enormous garden Dahlia. Coppery orange blooms of great depth are borne on tall cane-like stems. Must be planted early for best results. ....	.20
<b>SNOWSTORM.</b> (F.D.) This is our recommendation for the finest formal white cut flowers. Its healthy growing bushes produce many pure white flowers on perfect stems. We urge all our customers to get a stock of this variety. ....	.25
<b>THE COMMODORE.</b> (I.D.) Color is bright lemon-yellow. Flowers held high above foliage on long stiff stems. Very profuse. ....	.12
<b>THOMAS EDISON.</b> (F.D.) A grand and striking variety of deep royal purple. Our increased stocks allow us once again to list this old favorite. ....	.25
<b>TROEF.</b> (F.D.) Beautiful shade of violet. Many medium size flowers on tall wiry stems. The best cut flower in this color. ....	.20
<b>VICTORY.</b> (F.D.) The color is rose-pink-suffused gold. Very beautiful garden Dahlia and an excellent cut flower as well. We recommend it highly. ....	.20
<b>VITALITY.</b> (F.D.) Our recommendation for the finest formal yellow. Same habits of growth as Snowstorm. A must for commercial growers. ....	.25
<b>WATCHUNG GIANT.</b> (I.D.) A huge yellow-gold variety that is a constant performer for garden use. Fine form and substance on good stems. ....	.12
<b>WHITE KING.</b> (F.D.) Still one of the leading pure whites with commercial growers. The flowers are of perfect form and the right size for cut flower use. ....	.18
<b>YELLOW SPECIAL.</b> (C.) Uniform very deep intense yellow. Its exceptional keeping quality merits its addition to any Dahlia planting. An exceptional yellow cactus. ....	.25

Collection of ten named varieties of Cactus Dahlias which comprise the whole color range. Each root labeled.

1 ea. of 10 varieties for \$2.50

10 ea. of 10 varieties for 20.00



# MINIATURE DAHLIAS

Miniature Dahlias are small forms of the large flowering types and they average 3" to 4" in diameter. Most of the varieties are extremely free flowering and can be grown without disbudding. Their size and gracefulness make them ideal for many uses. Our list of varieties has been carefully selected to provide the best in each color and type.

	Strong Divisions Each
<b>ATOMIC.</b> Sensational single miniature. Glowing yellow center with rim of blackish purple shading to old-rose. ....	\$ .20
<b>BABY HALE.</b> Fine new bronze. Excellent cut flower. ....	.15
<b>BISHOP OF LLANSDAFF.</b> An unusually attractive flower of bright scarlet with bronze leaves. Always attracts attention ....	.15
<b>BLUEBELL.</b> A blue-violet flower. Very attractive. ....	.18
<b>CLARA CLEMENS.</b> Very striking bicolor. Medium size red with white tips. Much admired by all who see it. ....	.25
<b>CORALETTE.</b> Clear coral. ....	.18
<b>DANTIBALL.</b> Very delicate lavender. ....	.20
<b>FAIRY.</b> Nice formal decorative. Color nice pink almost the same as Jersey's Beauty. Tall grower. ....	.12
<b>GRENADIER.</b> Double orange-red variety with beet-red foliage. One of the finest of all minatures. ....	.20
<b>IKE.</b> Rich red. Fine cut flower. ....	.15
<b>LAVENDER JEWEL.</b> A welcome addition to the miniature list. A true free flowering lavender. ....	.25
<b>LILY BELLE.</b> Apple-blossom pink. Many flowers on tall bush. ....	.15
<b>LITTLE DIAMOND.</b> (Miniature Cactus.) Violet rose with sulphur-yellow shading at center. ....	.25
<b>LITTLE ROSEATA.</b> One of the best cut flower miniatures. Soft pink. Long stem. ....	.10
<b>LITTLE WISTERIA.</b> White suffused lavender showing darker at center. Good for cutting. ....	.18
<b>PAULA.</b> Clear lilac and an unusual shade. ....	.18
<b>PEACE.</b> A most free flowering cactus variety, covered with pure white flowers all through the season. ....	.25
<b>PEGGY LINLEY.</b> Clear golden orange on long graceful stem. Excellent Keeper. ....	.18
<b>ROXANA.</b> A deep royal purple variety. The finest in its color. ....	.18
<b>SUFFOLK.</b> A florist's miniature. Orange in color. Long stems and perfect formation. ....	.12
<b>SYLVIA.</b> A nice red on long stems. Very fine. ....	.10
<b>TARGET.</b> Fine autumnal shade of bronzy-yellow. ....	.12
<b>WHITE FAWN.</b> Without doubt the finest decorative white variety. Extremely free flowering. ....	.10



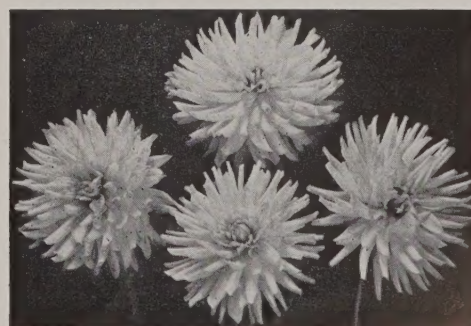
BISHOP OF LLANSDAFF



CLARA CLEMENS



LILY BELL



PEACE

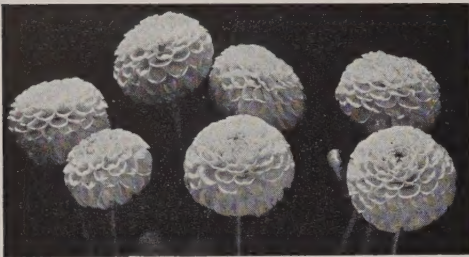
See Page 18 for Miniature and Pompon Dahlias in Attractive Packages.



# POMPON DAHLIAS

For years we have made a specialty of Pompon Dahlias and, by selecting the finest varieties available in each color and offering them at most reasonable prices, we have done much to encourage their more general use.

You can select from this list with the assurance that you are getting the leading variety in each color.



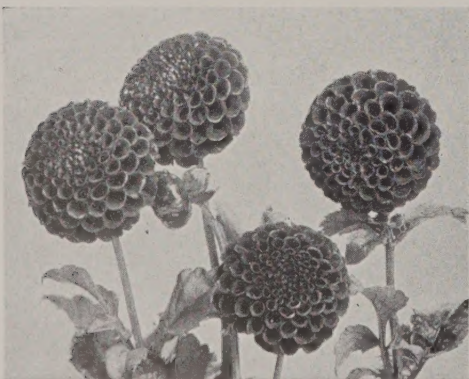
JOE FETTE



MARY MUNNS



MORNING MIST



ROTHOUT

	Strong Divisions Each
<b>AMBER GLOW.</b> Beautiful blend of coral and gold. ....	\$ .12
<b>AMBER QUEEN.</b> Solid amber color. Beautiful shade. Flowers larger than average. ....	.10
<b>BETTE ANNE.</b> A nice little soft pink variety. ....	.20
<b>BRONZE BEAUTY.</b> Bronze and old gold. Good commercial cut flower variety. ....	.10
<b>CATHERINE.</b> Large bright yellow. Petals somewhat coarse but flowers are sturdy. ....	.10
<b>CLARISE.</b> Fine two-toned orange combination. Very good variety. ....	.12
<b>EDITH MUELLER.</b> A beautiful two-toned variety of golden-orange at base and salmon-red at petal tips. Very fine. ....	.12
<b>GERDA.</b> Nicely shaped cream variety. ....	.12
<b>GOLDEN BEAUTY.</b> Rich golden color. Very attractive. ....	.12
<b>HONEY.</b> Base of petals is yellow with overcast of red. Nice color combination. ....	.12
<b>INDIAN CHIEF.</b> Red base with white petal tips. Good cutter and strong stem. ....	.10
<b>JOE FETTE.</b> Leading white variety. Medium size flower on low growing bush. ....	.12
<b>JOHNNY PEPPIN.</b> Dark red variety. Attractive flower on strong stem. ....	.15
<b>LITTLE ELK.</b> A rich shade of bronze. ....	.12
<b>LITTLE HERMAN.</b> A red and white pompon of perfect form and shape. ....	.10
<b>MARY MUNNS.</b> Fine lavender variety that is considered the very best among some florists. Good producer. ....	.12
<b>MISS ALMA.</b> Lavender and white. A pretty combination. ....	.15
<b>MORNING MIST.</b> A fine florist's variety. Color is rosy-lavender overlay on white base. ....	.10
<b>RED WARRIOR.</b> A fine bright red variety. ....	.20
<b>ROSA WILMOTH.</b> Deep rose-pink. Medium size. ....	.20
<b>ROTHOUT.</b> Deep scarlet and a favorite in this color. Long, strong stem. ....	.12
<b>SHERRY.</b> Beautiful shade of petunia purple. ....	.15
<b>SNOWCLAD.</b> Medium size pure white. Good grower. ....	.15
<b>TITAN.</b> Fine red. Tall stems held well above foliage. ....	.12
<b>YELLOW GEM.</b> Creamy yellow and considered best in this color. Small flower. ....	.12
<b>YOULETTE.</b> Light bronzy yellow. ....	.15

REMEMBER! You May Deduct 5% For Cash With Order. See Terms of Sale, Page 12



# GROWING DAHLIAS FOR CUT FLOWERS

Any good farm or garden soil will produce a satisfactory Dahlia crop. Select an exposed, sunny location free from tree roots. Dahlias make a lot of growth throughout the season and therefore require a lot of feed. We suggest one ton of good potato fertilizer to the acre, broadcast and disced in before planting, followed by one or two applications through the season of 500 lbs. per acre. Dahlias also want moisture but they must be planted on soil that is well drained. Any rain that submerges any part of the plant or root for more than a few hours can prove fatal. To maintain the plants in a good growing condition they should be irrigated on dry soils when the rainfall is less than 1" per week.

The planting season depends on climactic conditions. The roots will start to grow as soon as the soil is warm in the spring but subsequent plantings can be made as late as June. Do not, however, plant on very hot days for a soil temperature above 70° may cook the tubers.

Planting is simplified by opening straight furrows six inches deep and three feet apart. Place the tubers horizontally in the direction of the furrow, eyes-up, all facing the same way. Space large flower varieties 2 feet apart and the miniature and pompon kinds about 18". Cover with about two inches of soil and depend on subsequent cultivation when the plants are up to fill the depression or even ridge them after they are a foot tall.

With the plants in straight rows hand cultivation is reduced to a minimum. After the plants are a foot tall cultivate not more than two inches deep every week or as often as necessary to eliminate weeds and maintain a dust mulch.

Staking and tying the plants is desirable with small plantings. It is, however, quite costly and therefore not generally practiced by commercial growers who prefer straightening the plants after rain and wind storms.

Large-flowered Dahlias require systematic pruning to produce good flowers on long stems. When the plants have formed their second pair of full-sized leaves, cut out the center shoot just above the crotch of the upper pair. (See illustration.) Soon after the first pruning four laterals will be growing from the axil of the four leaves.

Before the next pruning step is taken the grower must decide on the number of flowers wanted per plant. The greater their number, the smaller the size. For four flowers of the largest size remove all further side shoots as they appear. If eight flowers are the goal per plant the four laterals are cut back just above their first pair of leaves. This will cause the growth of two secondary laterals from each. The number of flowers could be doubled by treating the secondary laterals in the same way as the primary ones.

All Dahlias form more than one flowerbud at the end of each branch. With large flowering varieties only one should be permitted to remain. The center one usually is chosen because it is the first to open and also the strongest. Pinch out all others. With miniature and pompon varieties these side buds can remain and make additional flowers.

## INSECTS AND DISEASES

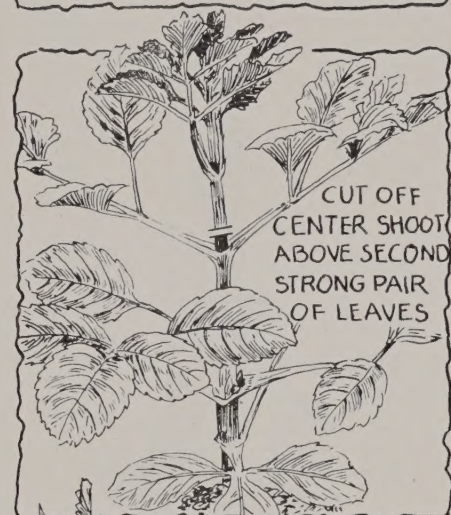
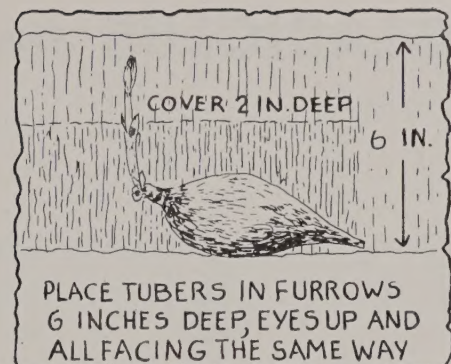
In most sections the Dahlia leafhopper is the worst pest with thrips a close second. Both are sucking pests easily controlled by keeping the plants covered with DDT. One pound wettable 50% DDT powder to 100 gallons of water together with a good sticker-spreader will give nearly perfect control if applied as a fine, forceful spray which will settle on all parts of the plants. This material also takes care of the corn borer and tarnishing plant bug.

While most growers can identify thrips readily, the Dahlia leafhopper, which is also called Potato and Apple leafhopper when found on these plants, is less familiar to many despite its rating as the number one enemy. They rest on the underside of the leaves and when disturbed the young ones move quickly, often with a characteristic side motion which suggests skidding, in order to reach the other side of the upturned leaf. In their winged adult stage they will disperse from disturbed plants like a miniature cloud of dust if the infestation is severe. The sucking causes the leaves to curl and buckle, and they also become discolored.

Both the Dahlia leafhopper and thrips carry virus diseases and their prompt destruction all through the growing season offers the only effective means of keeping the plants free, or nearly so, from these damaging diseases.

There is no known cure for virus diseased plants. These are quickly recognized by the stunted, off-color appearance. They should be pulled out and destroyed.

Flowers should be cut preferably in early morning. Remove all foliage from the part of the stem which will be under water as it will turn black and start decay very quickly. Short-stemmed varieties will keep in good condition if sprinkled with water and kept between layers of wet cloth or paper; others should be plunged deeply in cold water. Flowers which fail to revive promptly can be restored by making a slanting cut of the stem under water.





# GLADIOLUS

## Finest Quality — Our Own Long Island Grown



ELIZABETH THE QUEEN

Best Lavender Variety

	Per	No. 1	No. 2	No. 3	Bulblets
<b>BEACON.</b> Bright rose-scarlet with pronounced cream blotch. Long spike and tall stem. Ranks among the top leaders of the commercial group. ....	100 1000	2.50 20.00	2.00 16.00	..... .....	..... .....
<b>BLACK OPAL.</b> Magnificent tall deep red. Many round florets perfectly placed on extra long flower head. One of the best dark reds .....	100 1000	4.25 36.00	3.50 28.00	..... .....	..... .....
<b>BUCKEYE BRONZE.</b> A lovely ruffled rose-bronze. Tall and distinctive in this color class. ....	100 1000	6.00 50.00	5.00 40.00	..... .....	..... .....
<b>BURMA.</b> Heavily ruffled very deep rose. Enormous florets on medium height plant. Very strong grower. ....	100 1000	6.00 48.00	5.00 38.00	..... .....	..... .....
<b>CHAMOUNY.</b> A distinctive and very wonderful shade of cerise-rose with a silver line around the edge of each petal. Very attractive and showy. Tall spike. ....	100 1000	3.50 30.00	3.00 24.00	2.50 20.00	Peck 25.00 .....
<b>ELIZABETH THE QUEEN.</b> A very beautiful lavender with large ruffled florets, long heavy flower spike on medium length stem.....	100 1000	3.50 30.00	3.00 24.00	2.50 20.00	Peck 15.00 Bushel 50.00
<b>FAIR ANGEL.</b> Large creamy white with beautifully ruffled florets. Good grower. Medium height. ....	100 1000	3.50 30.00	3.00 24.00	..... .....	..... .....
<b>FLAMING SWORD.</b> This old timer is still largely used as an early red. Small flower but nice color and very dependable. ....	100 1000	2.50 20.00	2.00 16.00	..... .....	..... .....
<b>GOLD DUST.</b> Widely grown early deep yellow. One of the leading pure yellow commercial varieties. ....	100 1000	3.00 24.00	2.50 20.00	2.00 16.00	Peck 10.00 Bushel 30.00
<b>GOLD EAGLE.</b> An early deep yellow. Very prolific. Small flower but useful in this color....	100 1000	2.50 20.00	2.00 16.00	..... .....	..... .....
<b>GOLDEN ARROW.</b> A smooth medium to pale yellow without markings. One of the better new yellows. ....	100 1000	5.00 40.00	4.00 32.00	..... .....	Peck 35.00 .....
<b>JUNE BELLE.</b> Very pure white with large well placed florets. Healthy grower and good propagator. Excellent for both exhibition and market. ....	100 1000	5.00 40.00	4.00 32.00	..... .....	..... .....
<b>KING LEAR.</b> Beautiful shade of reddish purple. Large ruffled petals. Nice spike on tall stem. The best medium priced variety in this color. ....	100 1000	3.50 30.00	3.00 24.00	..... .....	..... .....
<b>LEEUEWENHORST.</b> Very fine hydrangea pink. Enormous florets on tall, heavy spike. One of the largest of all gladiolus. ....	100 1000	3.50 30.00	3.00 24.00	..... .....	..... .....
<b>LEADING LADY.</b> This very fine milk white sport of Picardy is an outstanding variety. Huge size with perfect placement .....	100 1000	5.00 40.00	4.00 32.00	..... .....	Peck 15.00 Bushel 50.00

Less Than 25 Bulbs Sold at the Dozen Rate, From 25 to 249 at the 100 Rate, 250 and More at the 1000 Rate



# GLADIOLUS — Continued

	Per	No. 1	No. 2	No. 3	Bulblets	
<b>LONG ISLAND RED.</b> A pleasing shade of red. Large florets well placed on tall sturdy stems. Vigorous grower. ....						
	100	3.50	3.00	.....	.....	
	1000	30.00	24.00	.....	.....	
<b>MAID OF ORLEANS.</b> One of the leading commercial white varieties. Early and dependable						
	100	2.50	2.00	.....	.....	
	1000	20.00	16.00	.....	.....	
<b>MARGARET BEATON.</b> Large white with striking red blotch in throat. Tall spike and long Stem. Very beautiful. ....						
	100	2.50	2.00	.....	Peck	12.00
	1000	20.00	16.00	.....	Bushel	40.00
<b>MARGARET FULTON.</b> This old variety is still liked by many growers. Deep Salmon color and stem of medium height. Petals are of heavy texture which make it a good shipper and keeper. ....						
	100	2.50	2.00	.....	.....	
	1000	20.00	16.00	.....	.....	
<b>MISS BLOOMINGTON.</b> One of the best commercial yellows. Very early medium sized flower. Clear yellow. ....						
	100	3.00	2.50	.....	.....	
	1000	24.00	20.00	.....	.....	
<b>MOTHER MACREE.</b> An old time smoky colored variety that is still in great demand. Opens 6 to 8 florets on a tall spike. Excellent garden gladiolus. ....						
	100	3.50	3.00	.....	Peck	15.00
	1000	30.00	24.00	.....	.....	
<b>PANDORA.</b> Clear soft geranium pink. Perfectly placed medium sized floret. A great favorite in the cut flower market. ....						
	100	5.00	4.00	3.25	Peck	18.00
	1000	40.00	32.00	26.00	Bushel	60.00
<b>PAUL RUBENS.</b> A large spike with deep violet flowers. Excellent garden and commercial Gladiolus. ....						
	100	3.50	3.00	.....	Peck	15.00
	1000	30.00	24.00	.....	Bushel	50.00
<b>PHANTOM BEAUTY.</b> A fine new variety that makes a heavy flower spike, 8 or 10 flowers open. Color is flesh pink. ....						
	100	6.00	5.00	.....	Peck	20.00
	1000	50.00	40.00	.....	Bushel	70.00
<b>PICARDY.</b> We offer a carefully selected and rogued stock of this most popular coral pink variety. ....						
	100	3.00	2.50	2.00	Peck	7.00
	1000	25.00	20.00	16.00	Bushel	25.00
<b>PINK RADIANCE.</b> One of the finest commercial pinks. A delicate shade that is very popular with florists. Very tall flower spike with as many as 11 flowers open at one time. ....						
	100	5.00	4.00	.....	.....	
	1000	40.00	32.00	.....	.....	
<b>ROSA VAN LIMA.</b> Light rose with few darker lines in throat. Good commercial variety. Fine for exhibition and garden. Early. ....						
	100	3.50	3.00	.....	.....	
	1000	28.00	22.00	.....	.....	
<b>SALMAN'S GLORY.</b> Creamy yellow with a striking blotch of carmine. Large, wide-open florets. Very fine variety. ....						
	100	5.00	4.00	.....	.....	
	1000	40.00	32.00	.....	.....	



VALERIA

Most Dependable Red Variety

Gladiolus Continued on Next Page





**SPOTLIGHT**

Now the Most Popular Yellow

## GLADIOLUS — Continued

	Per	No. 1	No. 2	No. 3	Bulblets	
<b>SNOW PRINCESS.</b> Creamy white shading to pure white. Opens well when cut tight. Many commercial growers are now using this variety as their leading white. ....	100 1000	2.25 18.00	1.80 14.50	1.50 11.50	Peck Bushel	6.00 20.00
<b>SPIC AND SPAN.</b> An outstanding deep ruffled pink. Opens 8 to 10 florets even in the hottest weather. Tall, heavy spike. Excellent .....	100 1000	12.00 90.00	9.00 72.00			
<b>SPOTLIGHT.</b> Pure yellow with a striking scarlet marking in throat. Good grower on long stem and nicely arranged. ....	100 1000	4.50 36.00	3.60 28.00	2.80 20.00	Peck Bushel	15.00 50.00
<b>VALERIA.</b> Now established as the leading red variety with Florists. Good color and form and opens well when cut tight. ....	100 1000	3.50 30.00	3.00 24.00	2.50 20.00	Peck Bushel	12.00 40.00
<b>YELLOW HERALD.</b> This European variety is being accepted as a good commercial yellow. ....	100 1000	5.00 40.00	4.00 32.00			

## GLADIOLUS MIXTURES

**STANDARD MIXTURE.** A well balanced assortment of colors is represented in this fine mixture. Top size bulbs.

Per 100 \$2.25      Per 1000 \$18.00

**EXHIBITION MIXTURE.** Contains only the large flowering types in the better varieties. Wide range of color. Top size bulbs

Per 100 \$3.00      Per 1000 \$24.00

**OVERSIZE MIXTURE.** Large bulbs measuring 2" and over.

Per 100 \$3.00      Per 1000 \$24.00

*No One Grows Them  
Any Finer*

Wherever we have exhibited our flowers we have won a large share of the awards. This past summer at the New York Gladiolus Show we made 24 competitive entries for which we received 18 first, 3—second and 3 third prizes in addition to four section champions, grand champion and silver sweepstakes medal (illustrated). These flowers, selected from our regular field stock were in competition with stock especially grown for show purposes





# GROWING GLADIOLUS FOR CUT FLOWERS

Gladiolus are the country's leading outdoor commercial cut flower. Their successful culture in every section of the United States is proof of their ability to thrive under varying climactic and soil conditions. They will grow with excellent results in many different types of soil providing drainage is adequate. While they do not like to be submerged in water for any length of time, moisture is the largest single factor in the production of top grade spikes. In sections where the average monthly rainfall is below 4", artificial watering is essential. Full exposure to sunlight and free air circulation rank next in importance.

## SOIL PREPARATION AND FERTILIZER

Before planting, the soil should be plowed or dug to a depth of 8". Fertilizer should be broadcast and then harrowed or raked into the soil. Where no specific fertilizer recommendation is available for a particular soil, use 1000 pounds of a standard 5-8-7 potato fertilizer per acre. Opinions differ on the use of fertilizer, with lighter soils usually being more in need of it than heavier ones. In heavy soil we have not been able to see any difference between light, heavy, and no applications.

Placing the fertilizer in the rows or in bands alongside the corms is fraught with danger because the bracing roots travel extensively in a nearly horizontal direction and just as soon as they encounter the fertilizer zone they are burned and the affected plants injured.

## PLANTING AND CULTIVATION

Grade the bulbs according to size for bulbs of a similar size flower at a uniform time and this means a substantial saving in cutting and spraying costs.

A width of 3 feet between the rows is required where tractor cultivation is practiced, otherwise 2 feet will suffice. Make the rows perfectly straight. Open them deep enough to permit covering No. 1 or larger corms with 4 inches of fine soil. Depending on their size, smaller ones are covered 2 to 3 inches deep. This applies to average soils. Cover less in heavy soil; deeper in sandy one.

Space the corms evenly—allowing 10 to 15 to the yard, depending on size. (See illustration). Set them upright in a perfectly straight line to permit close cultivation. This reduces expensive hand weeding in the rows to a minimum.

To provide an extensive cutting season make successive plantings at weekly or ten-day intervals from the time the corms are safe from belated spring frosts until about 75 days before fall frost. Only No. 1 or larger corms should be chosen for the last plantings.

Start shallow cultivation as soon as the first shoots make the rows clearly visible and repeat as often as necessary to eliminate weeds and maintain a dust mulch. Clean land requires 4 to 5 cultivations during the growing season.

## DISEASE AND INSECT PEST CONTROL

The most important factor is the planting of clean, healthy stock. All diseased bulbs should be discarded and extreme care should be taken to see that the remainder are free from thrips. This pest multiplies rapidly and a small original infestation can soon destroy an entire crop. Next in importance is the maintenance of clean planting and surroundings. Remember that left over bulbs or foliage from a previous season can contaminate the new plantings. Regular and frequent dusting or spraying is essential. Federal and State experimental stations are constantly working out new and better disease and pest control methods. We suggest that you apply to your County Agent or Farm Bureau for the latest information available.

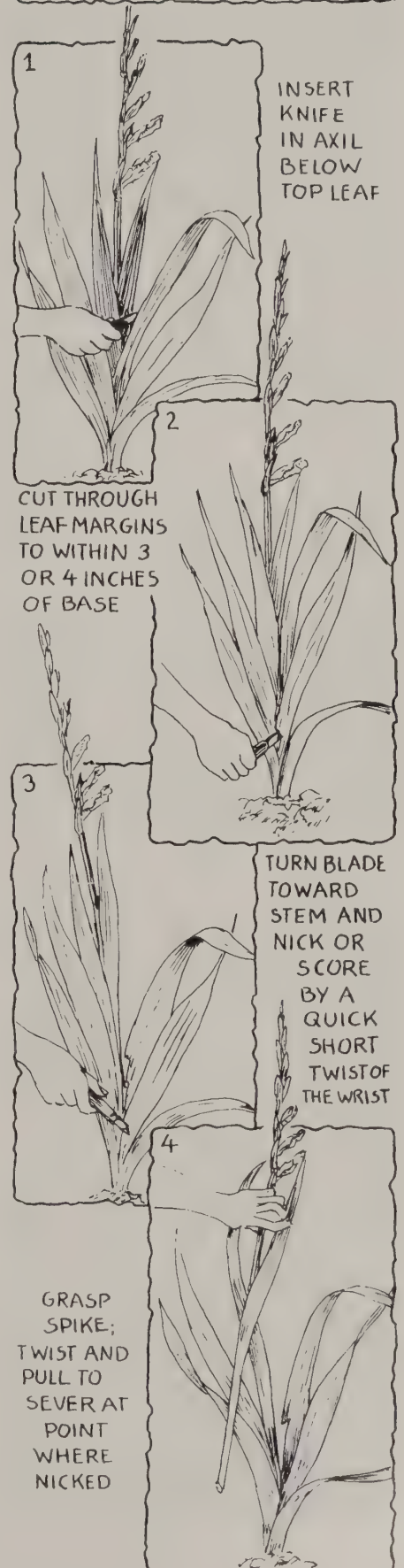
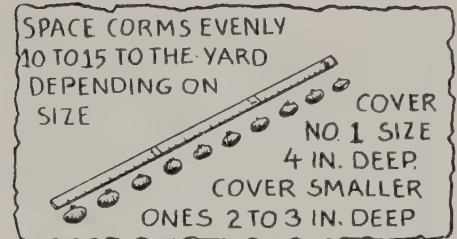
All unhealthy plants should be dug out as soon as discovered and any flower spikes that have finished blooming should be cut off and taken from the fields.

## CUTTING FOR MARKET AND LOCAL USE

Cut the spikes when the lowest bud begins to show color. When wanted for local use the flowers will develop a deeper color if allowed to open on the plants, but this, of course, requires extra time and care to keep flowers from bruising.

Because the length of the spike has a decided bearing on the price realized, "hooking" them out is far superior to the old cutting method, especially since it preserves six of the seven leaves on a flowering-size corm. Take a sharp knife and run it, blade down, from the uppermost leaf along the stem and parallel with it to within 3 or 4 inches of the base—slicing through the leaf margins encountered. At the low point give the knife a quick short twist while pushing the blade forward, around and into the stem to give it a nick less than half-way around. Now grasp the spike with the other hand somewhat below the lowest bud, give it a slow but steady twist and the stem will part where nicked. (See illustration.)

Gladiolus flowers, when cut, open quickest if exposed to warm humid conditions with plenty of water to draw on. If it is desired to retard the opening of the blooms set them upright, without water, in a cool place. The tips of gladiolus spikes turn quickly toward the light and therefore should be kept upright at all times throughout the entire cutting and marketing procedure.







BEGONIA—Tuberous Rooted Double



BEGONIA—Tuberous Rooted Crispa



GLOXINIA

## BEGONIAS – Tuberous-rooted

No other bulbous subject has increased in popularity over the past few years so much as these Begonias. They make a very useful and beautiful pot plant for early spring but they serve their best purpose when grown outdoors—for here they provide a continuous feast of beauty until cut down by frost. We have reports from our Belgian growers that they have a good crop this season so we expect to deliver very nice bulbs.

### Double Camellia

ORANGE	}	Doz.	\$ 1.50
PINK			
RED			
SALMON		100	10.00
WHITE		1000	90.00
YELLOW			

### Single

ORANGE	}	Doz.	\$ 1.50
PINK			
RED			
SALMON		100	10.00
WHITE		1000	90.00
YELLOW			

Also Two Beautiful Ruffled Types

### Crispa

ORANGE	}	Doz.	\$ 1.60
PINK			
RED			
SALMON		100	11.00
WHITE		1000	100.00
YELLOW			

### Fimbriata

ORANGE	}	Doz.	\$ 1.60
PINK			
RED			
SALMON		100	11.00
WHITE		1000	100.00
YELLOW			

### For Storekeepers

We have a beautiful new Begonia package of the same size and style as our well known Dahlia and Gladiolus collections. The packages contain 12 first size bulbs of Double Camellia Begonias in a well balanced color mixture. See Page 19

## GLOXINIAS

Flower lovers have long known the beauty of these Gloxinias as a house plant but only a few know that they can also be so successfully grown outdoors. Planted in a semi-shaded location and treated the same as Begonias they will bloom over a long period and provide something unusual and very beautiful.

**EMPEROR FREDERICK.** Scarlet bordered white.

**EMPEROR WILLIAM.** Violet bordered white.

**ETOILE de FEU.** Scarlet

**MONT BLANC.** White

**PRINCE ALBERT.** Dark Violet.

**ROI DES BELGES.** Dark Crimson.

**TIGRINA.** White background with pink splashes and spots.

**VIOLACEA.** Blue and Violet

**WATERLOO.** Bright scarlet, margin beautifully waved.

ALL AT THE SAME PRICE ..... Per Doz. \$2.00    Per 100 \$14.00    Per 1000 \$125.00

### TERMS AND CONDITIONS OF SALE

This list cancels all previous quotations. Prices as quoted f.o.b. Syosset and include packing. Terms are less 5% for cash with order or net 60 days, less 2% in ten days, on approved credit. Less than 25 bulbs sold at dozen rate, from 25 to 249 at 100 rate, 250 and more at 1000 rate.

#### NON-WARRANTY

Although we exercise the greatest care and precaution in sending out only such stock as should perform entirely satisfactory, we nevertheless give no guarantee, expressed or implied, as to the quality, description or productiveness of any bulbs or roots we send out and will in no way be responsible for the crop. If the purchaser does not accept our bulbs or roots under these conditions, they are at once to be returned. No claims whatever will be allowed unless reported to us within 48 hours after the merchandise is received.

You Can Deduct 5% When Cash Accompanies Order. See Terms of Sale this Page.



# Miscellaneous Bulbs and Roots

We offer a much greater assortment of miscellaneous bulbs than is generally available from other sources. On some items the supply is limited so please order early to avoid disappointment

## AMARYLLIS - Giant Hybrids

There are vast differences in the quality of the various strains of Amaryllis being offered and we believe that our stock contains a much larger percentage of the full rounded petals and bright, solid colors than is usually available at comparable prices

For house culture the ease with which they can be flowered makes them the outstanding subject for this purpose and they also make a beautiful pot plant for florist use. The colors are mixed and range from pure white through the various pink shades to deep red

	Doz.	100		Doz.	100
2" to 2 1/4" .....	\$1.25	\$9.00	2 3/4" to 3" .....	\$3.25	\$22.50
2 1/4" to 2 1/2" .....	1.80	12.50	3" to 3 1/4" .....	5.00	35.00
2 1/2" to 2 3/4" .....	2.25	16.50	3 1/4" and Up .....	6.50	45.00



AMARYLLIS, GIANT HYBRID



AMARYLLIS HALLI

### Amaryllis Halli

(Lycoris Squamigera)

The bulb produces its foliage in spring which is followed by a tall lavender spike of beautiful flowers in midsummer. It is perfectly hardy and a splendid permanent subject for summer flowering in northern gardens. Note our much reduced price

We have long been headquarters for this rare and beautiful bulbous subject and now our larger stock enables us to lower our price considerably.

Per doz. \$3.50; per 100 \$25.00

## AFRICAN LILY (Amorphophallus Rivieri)

This rare bulb produces an attractive palm-like growth that is very ornamental through the whole summer season. The flower, which is an enormous Calla-shaped blossom, appears while the bulbs are dormant in the Spring.

Mammoth Bulbs — Each \$.50; Doz. \$5.00

Smaller Bulbs — Each .35; Doz. 3.50

## ANEMONES

Anemones in Packages Offered on Page 19

These bulbs may be planted in early Spring with marked success, and they do remarkably well outdoors in many sections of the country.

### SAINT BRIGID

Large, semi-double flowers on long, strong stems.

	Mammoth
DARK BLUE	Two Year Bulbs
VIOLET	100 \$ 5.00
RED	1000 40.00
MIXED COLORS	

One year old bulbs, mixed colors only.

Doz. \$.40; 100 \$2.50; 1000 \$20.00

### DE CAEN

Fine single form available in a wide range of mixed colors.

	100	1000
MAMMOTH TWO YEAR		
BULBS .....	\$4.00	\$35.00
FIRST SIZE BULBS .....	3.00	25.00
ONE YEAR BULBS .....	2.00	16.00



ANEMONE ST. BRIGID

## BEARDED IRIS (Iris Germanica)

We are growing a fine assortment of the very best and most popular varieties and will have such a list prepared for July shipment which we will be glad to send on request. In the meantime we have ready for immediate shipment the following kinds:

ALASTOR. Beautiful pink shade.

NIGHTFALL. Very deep blue.

PRINCE OF ORANGE. Golden orange

SHERIFFA. Metallic violet.

WABASH. Bicolor white and purple

Any of the above, per doz. \$2.00; per 100 \$12.50





YELLOW CALLAS IN THE GARDEN



DICENTRA (Bleedingheart)



HYACINTHS CANDICANS

## CALADIUM — Fancy Leaved

The large, brilliant colored leaves that these bulbs produce make an unequalled display for the Summer garden. As a pot plant for florists' use, there is no better Summer subject.

WE OFFER FIVE OF THE MOST POPULAR VARIETIES:

**CANDIDUM.** Leaf snow white with green veins and network, narrow green border. Fine Easter variety.

**D. M. COOK.** Dark moss green with plum red center and red ribs. Leaf crumpled and red spotted.

**LORD DERBY.** Transparent rose with green ribs. Narrow green edge.

**MRS. F. SANDERS.** Round dark green leaf heavily blotched transparent deep rose.

**MRS. W. B. HALDEMAN.** Medium leaf of bright pink. Narrow green edge. Very popular.

Any of the Above .....per doz. \$2.00; per 100 \$14.00; per 1000 \$120.00

Fine Mixture of Many Varieties .....per doz. \$1.75; per 100 \$12.00; per 1000 \$110.00

## CALLAS

All of the Callas offered below are suitable for garden planting and combine the rare combination of decorative foliage with flowers of unusual keeping qualities. Those who are seeking unusual items of rare and odd beauty should plant them.

	Doz.	100
<b>ALBA MACULATA.</b> A fine summer garden variety. Creamish white flowers with beautiful spotted foliage. ....	\$2.50	\$17.50
<b>ELLIOTTIANA.</b> The well known yellow Calla. Does exceptionally well in the garden where it makes a striking display. ....	2.50	17.50
<b>REHMANI.</b> A beautiful and dainty dark pink variety. A gem in any garden. First time at these low prices. ....	2.25	16.50

## CANNAS

Cannas are the showiest of all Summer bedding plants and as a result are always in demand and are among the leading sellers for storekeepers

CITY OF PORTLAND. Glowing pink.  
EUREKA, White  
HUNGARIA. Deep rose.  
KING HUMBERT RED. Orange Scarlet.  
KING HUMBERT YELLOW. Golden yellow  
THE PRESIDENT. Red.  
WYOMING, Orange

ALL AT THE  
SAME PRICE

Per 100 \$ 6.00  
Per 1000 50.00

## DICENTRA (Bleeding Heart)

We have a fair supply of this very fine perennial. The roots make a quick growth very early in the Spring so we cannot fill orders later than April 1st.

	Doz.	100
Large Clumps, 5 to 8 eyes .....	\$7.00	\$50.00
Medium Sized Clumps, 3 to 5 eyes .....	6.00	40.00

## CINNAMON VINES

A fine perennial climber with Ivy-like leaves and sweet-scented flowers

Per Doz. \$1.00; Per 100 \$7.50; Per 1000 \$65.00

## CRINUMS

This is a popular garden subject in most Southern states and the large bulbs have an eye appeal that should attract merchants. We offer an assortment of the most popular types.

Per Doz. \$3.50 Per 100 \$25.00

## HYACINTHUS CANDICANS

These flowers resemble huge Hyacinths with stalks 3 and 4 feet high and with drooping, Hyacinth-like white bells. They make a long and good showing when planted in borders. Even the smaller sizes bloom profusely.....

Per Doz. \$1.00; Per 100 \$6.50; Per 1000 \$60.00

6 or More at Dozen Rate; 25 or More at 100 Rate; 250 or More at 1000 Rate



## GLORIOSA

Beautiful climbing Lily. Can be forced during Winter months or grown outdoors in Spring. Very colorful with wavy, reflexed petals and long spreading stamens.

**ROTHCHILDIANA.** Crimson with yellow base and margins. .... Each \$ .85

## ISMENE

We are probably the largest growers of these bulbs and have selected the strains and varieties with great care and all are guaranteed genuine. They are decorative and useful summer flowers for garden or for cutting. Supply is limited.

**ADVANCE.** Improved Calathina. Flowers are taller and larger. .... Each, \$.60; Per Doz., \$6.00

**CALATHINA.** Large, Amaryllis-like foliage with white, sweet-scented flowers resembling a giant daffodil. There are many worthless varieties masquerading under this name. Ours is the true stock

	Doz.	100		Doz.	100
1 3/4" .....	\$1.75	\$12.50	2 1/2" .....	\$3.00	\$20.00
2" .....	2.15	15.00	2 3/4" .....	3.60	25.00
2 1/4" .....	2.50	17.50	3" .....	4.25	30.00

**FESTALIS.** A free-flowering variety with elegant pure white flowers. Petals nicely curved. Each, 75c; Per Doz., \$8.00

**HARRISIANA.** Small, star-shaped flowers of pure white. Pretty and unusual. Each, 75c; Per Doz., \$8.00

## MONTBRETIAS

While Montbretias do not have the keeping qualities of Gladiolus, they still are quite valuable as cut flowers and their colors, especially in the orange shades, give them a decorative usefulness not available in any other seasonal flowers. Bulbs should be planted and handled the same as Gladiolus. Each bulb produces several flower spikes. Our list of varieties comprises the whole color range.

**AURANTIACA** — Pale yellow.

**CARMINE BRILLIANT** — Carmine red.

**GOLDEN WEST** — Golden Yellow

**FANTASY** — Brick red.

**METEOR** — Red and yellow.

**POTSI GRANDIFLORA** — Pale red

### ALL AT THE SAME PRICE

Per Doz.	\$ .40
Per 100	3.00
Per 1000	25.00

Fine Mixture of All Colors — Doz., \$.30.... 100, \$2.00; 1000, \$17.50

## RANUNCULUS CLAREMONT GIANTS

Those who have seen these fine new strains of double Ranunculus with their massive flowers that measure up to 6" across are enthusiastic in their praise.

We offer a fine mixture of assorted colors in this large Claremont strain.

	100	1000
Top Size .....	\$4.00	\$36.00
1st Size .....	3.60	30.00
2nd Size .....	2.50	18.00

## TIGRIDIA PAVONIA

For brilliancy of color there are few floral subjects that can compare with Tigridias. The bulbs, which can be handled the same as Gladiolus, bloom in mid-summer. Each stalk produces several flowers and this prolongs the display.

For something strikingly beautiful and unusual we suggest these Tigridias

They are available with us in the five leading named varieties as under:

**ALBA GRANDIFLORA** — Pure white.

**CANARIENSIS** — Bright Yellow.

**LILACINA** — Crimson with spotted center.

**SPECIOSA** — Scarlet with golden center.

### ALL AT THE SAME NEW LOW PRICE

Per Doz.	\$ .60
Per 100	4.50
Per 1000	40.00

**MIXTURE OF ALL COLORS** .....per Doz. .50; per 100, \$3.50; per 1000, \$30.00

Less than 25 bulbs sold at the dozen rate, from 25 to 249 at the 100 rate, 250 and more at the 1000 rate.



MONTBRETIA

## OXALIS

These bulbs make delightful border plants. They have Clover-like foliage and are a mass of blooms all Summer

Deppei .....	White
Lasiandra .....	Rosy Pink
Shamrock .....	Deep Pink
Per Doz. ....	\$0.25
Per 100 .....	1.75
Per 1000 .....	15.00



TIGRIDIA PAVONIA





LILIUM REGALE



LILIUM AURATUM



LILY OF THE VALLEY

## TRITOMAS

Commonly known as "Flame Flowers" or "Red Hot Pokers" on account of their spike-like, brilliant colored flowers.

This is one of the showiest subjects for the Summer garden and produces a continuous profusion of flowers

**PFITZERI.** Flame red color. Flowers late August and September.

Per Doz. ....	\$ 1.50
Per 100 .....	10.00
Per 1000 .....	90.00

## TUBEROSES

**DWARF PEARL.** The true double variety ..... per 100 \$7.00; per 1000 \$65.00

**MEXICAN SINGLE.** The popular ever blooming variety

Top size bulbs .....	per 100 \$6.00; per 1000 \$50.00
1st size bulbs .....	per 100 3.50; per 1000 32.50

## HARDY LILIES

These aristocrats of the summer garden are now within reach of everyone's purse. Every florist should plant them and every storekeeper should feature them. They add a dignified beauty to any garden setting that cannot be attained with other subjects. We have broadened our list and prices are again very much reduced

**LILIUM AURATUM.** Tall, noble lily growing 4 to 6 ft. high. Huge, fragrant flowers are white with red spots and a golden rib down the center of each petal. Large 8" bulbs. Lowest price in many years

Per Doz. \$2.25;	Per 100 \$15.00
------------------	-----------------

**LILIUM FORMOSUM WHITE EXCELSIOR.** A pure white trumpet lily for the garden that also makes a useful cut flower.

Per Doz. \$1.75;	Per 100 \$12.00
------------------	-----------------

**LILIUM HENRYI.** Very tall variety. Reflexed petals of clear yellow

Per Doz. \$3.00;	Per 100 \$20.00
------------------	-----------------

**LILIUM ORANGE TRIUMPH.** Beautiful light orange with darker spots. Very free flowering

Per Doz. \$1.75;	Per 100 \$12.00
------------------	-----------------

**LILIUM REGALE.** Large white trumpet with markings of pink, yellow and brown. Will increase rapidly under good garden conditions and make a beautiful yearly display.

7/8" .....	Per Doz. \$1.50;	Per 100 \$10.00
8/9" .....	Per Doz. 2.00;	Per 100 14.00
9/10" .....	Per Doz. 2.50;	Per 100 17.50

**LILIUM RUBRUM.** Three to four feet high with large, open reflexed flowers of carmine pink with crimson spots. Long a favorite among hardy lilies. Large 8" bulbs

Per Doz. \$2.00;	Per 100 \$15.00
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**LILIUM TRIGRINUM.** Well known tiger lily. Orange with black spots. Very good grower. Large bulbs

Per Doz. \$1.75;	Per 100 \$12.00
------------------	-----------------

## LILY - OF - THE - VALLEY

**DOMESTIC STRAIN FOR OUTSIDE PLANTING** ..... per 100, \$2.00; per 1000, \$16.00

In furtherance of our plan to supply our customers with the rarest and finest, we are offering a magnificent giant variety called "SUPERBELL." The flowers, stems and foliage are very much larger and finer than any other variety.

Large Garden Clumps ..... each \$1.00; per doz. \$10.00; per 100 \$75.00

Less Than 25 Bulbs Sold at the Dozen Rate, From 25 to 249 at the 100 Rate,  
250 and More at the 1000 Rate



## Customers Want A Brand Name

They want to know who is back of the merchandise they buy. And that is why our packages—unconditionally guaranteed—are being used by most of the leading garden outlets. They build a continuing year by year demand by customers who recognize them and want them again.

## GLADIOLUS PACKAGES

These packages are uniform in size, 12x6x2", and have attractive four color wrappers showing the flowers in natural colors. Planting and growing instructions are printed on the side panels.

The bulbs are the same high quality, in both size and varieties as we sell to our florist customers and each bulb is treated to rid it of thrips and other insect pests.

These Gladiolus, together with our Dahlias and other packages shown on the next two pages, have for many years been sold by many of the country's most prominent garden outlets and their customers know them as a branded and dependable quality product.

**MIXED VARIETIES.** Package containing 25 top size bulbs in a fine assortment of leading popular kinds.

**Per package \$0.60**

**ELITE MIXTURE.** We are putting up this collection in response to many requests from our customers who wanted something more outstanding than the usual standard varieties we include in our regular mixture. This new Elite Collection contains 25 bulbs and each one is different—actually 25 varieties which take in the complete color assortment.

**Per package \$0.90**

**PINK VARIETIES.** This contains the most popular pink kinds such as Picardy, etc.

**Per package \$0.65**

**RED VARIETIES.** All red varieties in this package and red is always popular.

**Per package \$0.75**

**YELLOW VARIETIES.** Yellow kinds have been in short supply for many years but we now have a good stock.

**Per package \$0.75**

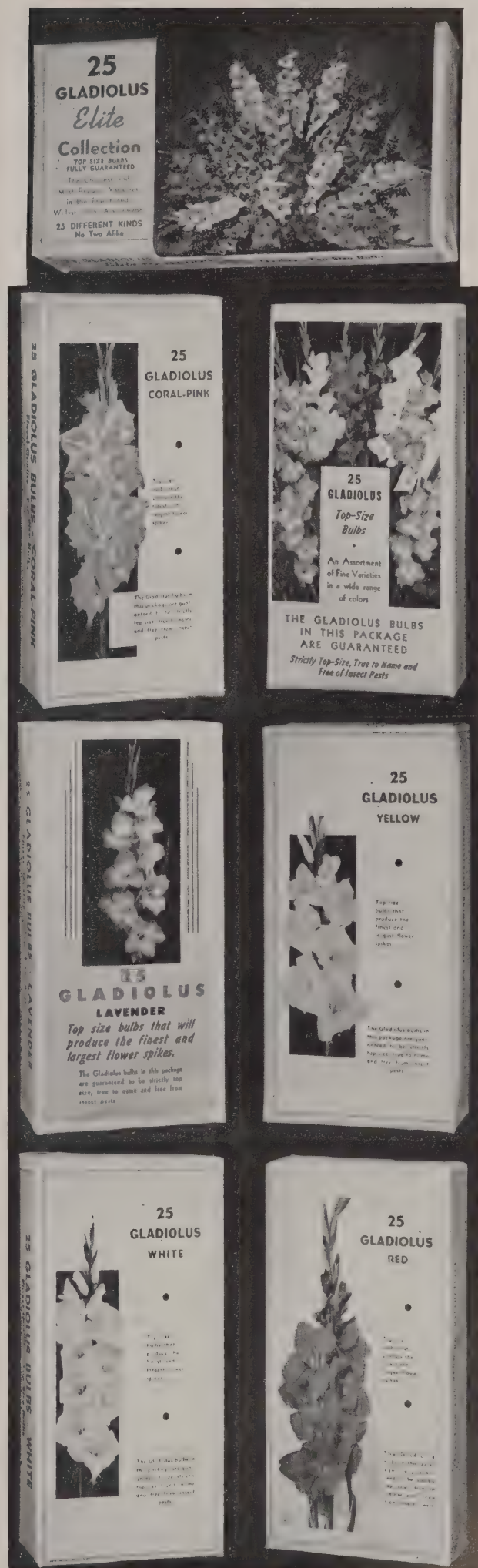
**PURPLE & LAVENDER VARIETIES.** Most garden planters like these colors and this package is among our best sellers.

**Per package \$0.75**

**WHITE VARIETIES.** We have a large supply of white gladiolus in the very finest varieties which we put in these packages.

**Per package \$0.65**

All of our packages are intended for resale and to protect our legitimate dealers we will not fill any original order for packaged items that does not total \$25.00. Refill orders for any quantities will gladly be taken care of.





# ATTRACTIVELY BOXED DAHLIA COLLECTIONS

Dahlias are one of the most difficult horticultural items to merchandise in a retail way. The tubers themselves are unattractive and their keeping quality on retail display is the despair of the seed store manager.

We have proven over the past twenty years that our collections are the answer to the retailing of Dahlias. Their wrapping and packing insures against dehydration and their attractive wrapper, displaying Dahlias in actual color, promotes sales by several hundred percent. So sure are we of our product that we guarantee the performance of each root to the ultimate buyer—something never before possible in the horticultural trade.

If you want to take the headaches out of your Dahlia sales, order a trial shipment of these collections and join our long list of satisfied customers.

## GUARANTEED !!

Each of these Dahlia collections is unconditionally guaranteed by us and free replacement will be made of any root that fails to give entire satisfaction for any reason whatever.



## "Garden Full of Dahlias"

This collection contains six of the most popular standard varieties such as Jane Cowl, Jersey's Beauty, etc., and the whole color range is represented. The names of the varieties are plainly printed on the front of the box and each root is labeled. This package is the most popular number and sells itself wherever displayed.

Each \$.60



## "Super Collection"

In this collection we pack six outstanding varieties that are all renowned kinds in the higher price brackets. The varieties are named on the outside of the package and each root is labeled. Here is an opportunity to feature six leading varieties that every Dahlia grower wants, and at a price much lower than they could be bought individually.

Each \$.80



## "Pompon Collection"

Six choice pompon varieties, one each of six different colors. Same attractive package with group illustration of Pompon Dahlias in actual color.

A good demand exists for these dainty Pompon varieties and, at the low price at which this collection can be sold, will prove to be a good seller.

Each \$.60



## "Miniature Collection"

A very beautiful four color wrapper, showing six of the leading varieties, encloses this collection. We believe this is the first time that these beautiful Miniature types have been made available at such low prices. There is a pronounced trend toward these smaller flowers and this collection fills a timely need.

Each \$.60



## "Cactus Collection"

Every Dahlia lover wants Cactus varieties and for years we have been building up our stocks of this type to enable us to put up this collection at a reasonable price. A wide range of colors is represented in the six varieties and all are true Cactus types. This package is very attractive and will sell itself. Remember, every root is guaranteed.

Each \$1.15



**Flower Bulb Specialists**  
**SYOSSET, N. Y.**

(OVER)



PLEASE DO NOT WRITE IN THIS SPACE

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# DAHLIAS IN INDIVIDUAL PACKAGES

By actual test these packages increase Dahlia sales 300 to 400%

These individual Dahlia boxes each contain one plump root that is wrapped in moisture-proof paper to preserve it in good condition until planting time. The boxes are attractively printed in the natural colors of the flowers and make a good, colorful sales appeal when properly displayed. Planting and growing instructions are shown on each box.

They are available in the following colors—Lavender, Orange, Pink, Red, White, Yellow.

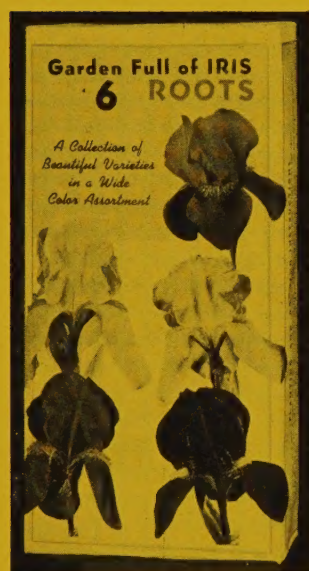
All at the same price. \$15.00 per 100



## Begonia Package

This package contains 12 first size bulbs of Double Camellia Begonias in a well balanced color assortment. The wrapper shows the flowers in natural color and the complete growing instructions make this package a ready seller.

Price each \$1.25



## Iris Package

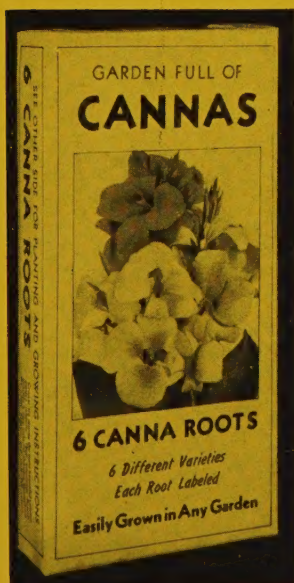
This is the same size package as our other collections and contains 6 roots of Bearded Iris in a fine and wide color assortment of very choice varieties. The wrapper illustration is in full color and very attractive. A good demand exists for these fine Iris and our package enables dealers to do a merchandising job that is impossible with bulk roots.

Price each \$.85

## Peony Package

This is our standard size package 2x6x12 and contains three Peony roots—1 each Red, White and Pink. We grow this stock ourselves and each root is a recognized standard variety. The wrapper is nicely illustrated in full color. Bulk Peony roots have always been a difficult item for retailers to handle but this package eliminates all of the grief. We know it will be a welcome addition to our packaged line.

Price each \$1.00



## Canna Package

There is a good demand for Canna Roots and this package enables our dealers to sell them without any grief—for each root is wrapped in moisture proof paper to preserve it. The package contains six roots in six different varieties. Very attractive cover.

Price each \$.50

## Anemone and Ranunculus

4 1/2"x7" lithographed envelopes in natural colors. Planting instructions on reverse. Each package contains 12 bulbs.

Anemone Packages, per 100 .....\$15.00

Ranunculus Packages, per 100 ..... 17.50



RANUNCULUS PACKAGE



# WHOLESALE CATALOG-Spring, 1951



## WALTER J. GUILLE, INC.

FLOWER BULB SPECIALISTS

SYOSSET, LONG ISLAND, NEW YORK